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Filing date: **11/04/2016**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91222878
Party	Plaintiff Wonderful Citrus LLC f/k/a Paramount Citrus LLC
Correspondence Address	MICHAEL M VASSEGGHI ROLL LAW GROUP PC 11444 W OLYMPIC BLVD, 7TH FLOOR LOS ANGELES, CA 90064-1557 UNITED STATES michael.vasseghi@roll.com, ipdocketing@roll.com
Submission	Testimony For Plaintiff
Filer's Name	Michael M. Vasseghi
Filer's e-mail	michael.vasseghi@roll.com, ipdocketing@roll.com
Signature	/s/ Michael M. Vasseghi /s/
Date	11/04/2016
Attachments	Redacted No Color Reduced - Owens Affidavit with Exhibits.pdf(3528945 bytes )

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
TRADEMARK TRIAL AND APPEAL BOARD**

Wonderful Citrus LLC fka Paramount Citrus  
LLC,

Opposer,

v.

Quality Fresh Farms, Inc.,

Applicant.

Opposition No. 91222878

Application Serial No. 86375060

**Affidavit Testimony of Scott Owens**

**AFFIDAVIT TESTIMONY OF SCOTT OWENS**

I, Scott Owens, declare as follows:

1. I am Vice President of Global Sales and Trade Marketing for Wonderful Citrus Packing LLC, a position I have held for the past 10 years.

2. I have personal knowledge of the facts set forth herein and provide this testimony in support of Wonderful Citrus LLC's Opposition to Quality Fresh Farms, Inc.'s application for Q & Design (Application No. 86375060) for fresh fruit and vegetables in International Class 31.

3. Wonderful Citrus LLC, formerly known as Paramount Citrus LLC, ("Wonderful") is the owner of the registered mark at issue in this case, namely PARAMOUNT CITRUS® & Design (Reg. No. 3,934,863) ("Paramount Mark®") for fresh citrus fruits in International Class 31.

4. Wonderful has been in business for over 60 year and is the largest vertically integrated citrus company in the world. It grows, packages, advertises, and sells a variety of premium citrus products including lemons, limes, oranges (including the Minneola, Navel, and Valencia varieties), Texas red grapefruits (including under the Wonderful Sweet Scarlett's brand), and mandarins (under the Wonderful Halos brand).

5. Wonderful fruit products are grown throughout Central California, Texas and Mexico.

6. Wonderful is well known for delivering premium citrus fruit products, under the Paramount Mark®, and for the innovative and modern farming, harvesting, and packaging practices underlying those products.

7. Wonderful operates four world-class packinghouses close to its orchards. Thus, once the citrus is harvested it is brought to the packinghouse within hours to be treated and packed. Additionally, Wonderful is one of the first fruit companies to adopt the Produce Traceability Initiative, which means that it can trace each piece of fruit back to the ranch. Wonderful also works closely with industry experts and universities to ensure that it leads the industry on food safety best practices.

8. Since 2006, Wonderful has used its Paramount Mark® on a variety of premium fruit varieties including, Navel oranges, Valencia oranges, Minneolas, Texas red grapefruits, lemons, and limes.

9. Wonderful sells its premium fruit under the Paramount Mark® nationwide, as well as in Canada, Mexico, EU, Japan, Korea, China, Australia, and New Zealand.

10. Premium fruits bearing the Paramount Mark® are sold in both the retail and food service channels and are available in the produce sections of grocery and club stores, including but not limited to Smart & Final, Costco, Walmart, Kroger's, and Sam's Club.

11. The Paramount Mark® is used consistently on bags and boxes of limes, lemons, grapefruits, and oranges sold by Wonderful. The Paramount Mark® also appears on PLU stickers attached to individual pieces of fruit. (A true and correct copy of a Wonderful PowerPoint detailing packaging using the Paramount Mark® is attached hereto as Exhibit "A";

true and correct copies of bag and box mockups are attached hereto as Exhibit “B”; true and correct copies of photographs of actual bags and boxes are attached hereto as Exhibit “C”; and a true and correct copy of the PLU sticker used on Paramount Citrus brand fruit is attached hereto as Exhibit “D”).

12. The Paramount Mark® is featured prominently on bags and boxes of oranges, grapefruits, lemons and limes. (See Exhibits “A”, “B”, and “C” attached hereto).

13. Fruits sold under the Paramount Mark® range in price from around \$8.00 to \$50.00 dollars based on the size of the bag or box and the fruit being sold.

14. From 2006 through 2015 Wonderful sold over 62 million units of product (i.e. bags/boxes of citrus fruit) bearing the Paramount Mark®. (A true and correct copy of Wonderful’s sales volume of fruits in bags/boxes from 2006 to 2015 is attached hereto as Exhibit “E”).

15. Both trade customers and retail consumers purchase fruit bearing the Paramount Mark®.

16. In addition, citrus fruit bearing the Paramount Mark® is a relatively inexpensive product, and is an impulse purchase by ordinary consumers.

17. Wonderful primarily markets and advertises its premium citrus fruit products, bearing the Paramount Mark®, to retail customers in the grocery and club store channels.

18. Wonderful has established its Paramount Citrus brand presence in the United states through advertising in trade publications, including *The Packer*, *Produce News*, and *Produce Business*, using its distinctive Paramount Mark®. (True and correct copies of a sampling of Wonderful’s trade advertisements are attached hereto as Exhibit “F”).

19. From 2012-2015 alone Wonderful spent \$193,168.61 on marketing and advertising citrus fruit with the Paramount Mark®. (True and correct copies of media plans related the Paramount Citrus brand are attached hereto as Exhibit “G”)

20. In the past, Wonderful engaged in cross promotional advertising to promote is Paramount Citrus brand products. For example, during the 2015-2016 winter holiday season Wonderful partnered with Anheuser-Busch’s Shock Top beer to promote its Paramount Citrus Oranges in Texas. (True and correct copies of Paramount Citrus Oranges/Shock Top Beer advertising and coupons are attached hereto as Exhibit “H”).

### **QUESTIONS TO ANSWERS POSED BY APPLICANT**

**Question 1** You testified that Wonderful Citrus is the largest vertically integrated citrus company in the world. For each of the years 2012 through 2015, what percentage of Wonderful Citrus' total revenues was revenue from goods sold under the Paramount Mark?

#### **Response 1**

The percentage of Wonderful Citrus’ total revenue from goods sold under the Paramount Mark are as follow:

2012 – 57%

2013 – 60%

2014 – 57%

2015 – 62%

**Question 2** You testified that Wonderful sells its fruit under the Paramount Mark nationwide, as well as in a number of foreign countries. You also testified that from 2006 through 2015, Wonderful sold over 62 million units of product bearing the Paramount Mark. Of the 62 million units sold, how many units were sold in the United States?

**Response 2**

A point of clarification. Although Exhibit E to my affidavit indicates sales from 2006 through 2015, prior to June 2008, the logo looked different than the one at issue in this case. Therefore, the correct time frame, as it pertains to the trademark at issue is mid-2008. With that clarification, Wonderful Citrus sold more than 50 million units of product bearing the Paramount Mark worldwide between mid-2008 through 2015. Of that amount, approximately 38.7 million units were sold in the United States.

**Question 3** Are the units and values shown in Exhibit E only for products sold bearing the Paramount Citrus Mark?

**Response 3**

No.

**Question 4** If your answer to No. 3 is no, for each year from 2006 through 2015, how many units of fruits were sold bearing the Paramount Mark?

**Response 4**

The products were sold under a different Paramount Citrus logo prior to June 2008. Assuming that half of the amount in 2008 was sold under the Paramount Mark at issue, more than 50 million units.

**Question 5** If your answer to No. 3 is no, for each year from 2006 through 2015, what was the value of fruits sold bearing the Paramount Mark?

**Response 5**

The products were sold under a different logo prior to June 2008. Assuming that half of the amount in 2008 was sold under the Paramount Mark, more than \$750 million.

**Question 6** You testified that Wonderful sells its fruits bearing the Paramount Mark in both retail and food service channels. Of the total number of units of fruits sold in the United States from 2012 through 2015 bearing the Paramount Mark, how many units were sold in the retail channel (as opposed to the food service channel)?

**Response 6**

We do not keep a breakdown of which trade channels we sell the fruit in, but based on my experience, the overwhelming majority is sold through traditional retail stores as opposed to through the food service channel.

**Question 7** You testified that from 2012 through 2015, Wonderful spent \$193,168.61 on marketing and advertising citrus fruit with the Paramount Mark. What percentage is the \$193,168.61 of the total dollars that Wonderful spent from 2012 through 2015 on marketing and advertising all of its products?

**Response 7**

Less than 1%.

**Question 8** You testified that fruits bearing the Paramount Mark are available in the produce sections of grocery and club stores, including but not limited to Smart & Final, Costco, Walmart, Kroger's and Sam's Club. For each of the years from 2012 through 2015, which of these retailers, namely, Smart & Final, Costco, Walmart, Kroger's and Sam's Club, carried fruits bearing the Paramount Mark?

**Response 8**

All of them.

**Question 9** You testified that both trade customers and retail consumers purchase fruit bearing the Paramount Mark. For each of the years from 2012 through 2015, on a percentage of

the total revenue from sales of fruits bearing the Paramount Mark, what percent of revenue was from fruit sold by Wonderful direct to retail consumers?

**Response 9**

Wonderful Citrus does not sell fruits bearing the Paramount Mark directly to retail consumers, only to retailers.

**Question 10** Exhibit I, attached hereto, is a copy of U.S. Registration No. 3,934,863 (the '863 Registration) and its status information as downloaded from the TSDR database on October 24, 2016. The '863 Registration indicates a "FIRST USE 20080601; IN COMMERCE 20080601." You testified that from 2006 through 2015, Wonderful sold fruit under the Paramount Mark. Do you contend that the first use in commerce of the Paramount Mark was prior to June 1, 2008?

**Response 10**

No.

**Question 11** If your answer to No. 10 above is yes, what is the date of first use in commerce of the Paramount Mark?

**Response 11**

N/A.

**Question 12** If your answer to No. 10 above is no, under what mark were the units of fruit shown in Exhibit E sold prior to June 1, 2008?

**Response 12**

The mark was still Paramount Citrus, except it had a different looking logo.

**Question 13** You testified that Wonderful primarily markets and advertises its citrus fruit products bearing the Paramount Mark to retail customers in grocery store and club store



channels. Except for the cost of labels on fruit, and the cost of bags and boxes bearing the Paramount Mark, from 2012 to 2015 did Wonderful spend money on advertising the Paramount Mark directly to retail consumers?

**Response 13**

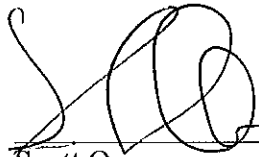
The two instances of direct retail consumer advertising I can recall was the cross promotional advertising we did with Shock Top beer and are a participant in the Pink Ribbon program through Meijer stores in Michigan each October. The program raises money for breast cancer awareness and a portion of sales is donated to the Nation Breast Cancer Foundation.

**Question 14** If your answer to No. 13 above is yes, for each year from 2012 to 2015, and not including the cost of labels on fruit, and the cost of bags and boxes bearing the Paramount Mark, how much did Wonderful spend on advertising citrus fruits that bore the Paramount Mark direct to retail consumers?

**Response 14**

We do not have information about the cost of cross promotional advertising with Shock Top. As a participant in the Pink Ribbon program we pay \$10,000 and donate four cents for each bag of oranges sold.

I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct and this declaration was executed in Delano, California on 11.5.16 by:

  
\_\_\_\_\_  
Scott Owens

**CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT**

**CIVIL CODE § 1189**

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California Kern  
 County of \_\_\_\_\_  
 On November 4, 2016 before me, Lisette Lugo Alcantar, Notary Public  
 Date \_\_\_\_\_ Here Insert Name and Title of the Officer  
 personally appeared Scott Owens  
 Name(s) of Signer(s)

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is are subscribed to the within instrument and acknowledged to me that he she they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.



Signature \_\_\_\_\_  
 Signature of Notary Public

Place Notary Seal Above

**OPTIONAL**

Though this section is optional, completing this information can deter alteration of the document or fraudulent reattachment of this form to an unintended document.

**Description of Attached Document**

Title or Type of Document: \_\_\_\_\_ Document Date: \_\_\_\_\_

Number of Pages: \_\_\_\_\_ Signer(s) Other Than Named Above: \_\_\_\_\_

**Capacity(ies) Claimed by Signer(s)**

Signer's Name: \_\_\_\_\_

☐ Corporate Officer — Title(s): \_\_\_\_\_

☐ Partner — ☐ Limited ☐ General

☐ Individual ☐ Attorney in Fact

☐ Trustee ☐ Guardian or Conservator

☐ Other: \_\_\_\_\_

Signer Is Representing: \_\_\_\_\_

Signer's Name: \_\_\_\_\_

☐ Corporate Officer — Title(s): \_\_\_\_\_

☐ Partner — ☐ Limited ☐ General

☐ Individual ☐ Attorney in Fact

☐ Trustee ☐ Guardian or Conservator

☐ Other: \_\_\_\_\_

Signer Is Representing: \_\_\_\_\_

## **CERTIFICATE OF SERVICE**

I, Susan Bryant, hereby certify that a copy of this **AFFIDAVIT TESTIMONY OF SCOTT OWENS** has been served upon attorney for Applicant:

SHERRIE M. FLYNN  
DARRYL J. HOROWITT  
COLEMAN & HOROWITT, LLP  
499 West Shaw Avenue, Suite 116  
Fresno, California 937 04  
(559) 248-4820  
sflynn@ch-law.com  
dhorowitt@ch-law.com

by first class mail, postage prepaid, on this 4<sup>th</sup> day of November, 2016.

/s/ Susan Bryant /s/

---

Susan A Bryant  
ROLL LAW GROUP PC  
11444 West Olympic Boulevard  
Los Angeles, California 90064-1557  
Telephone: (310) 966-8400  
Facsimile: (310) 966-8810

# EXHIBIT A



# Packaging Information



**Wonderful**  
citrus™

## Packaging Type

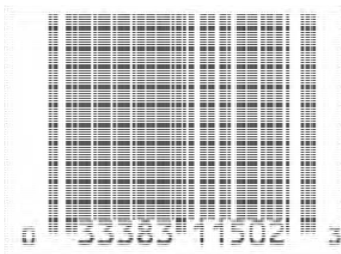
2 lb bag California Lemons-Fancy



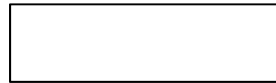
## Internal Item #

CDLEBC02PCM

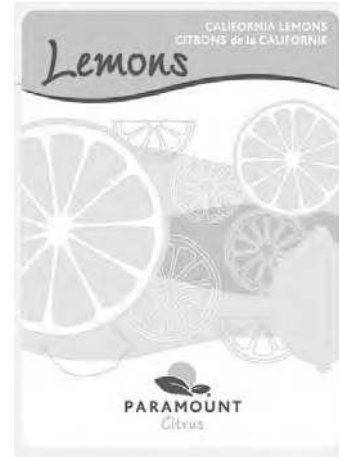
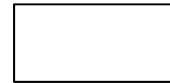
## UPC Label



## Pack Type Number



## Pack Code



20 pallets/Master 40: 840 cartons  
Master 50: 700 cartons  
RPC: 800 cartons

## Ti/Hi

5/7

7/6

5/12

5/8

## Shipping Storage

Temp.

42-45°

## ECN Conversion

40

## Pack Format

- ☐ Net Bag
- ☐ Combo Bag
- ☐ Corrugate

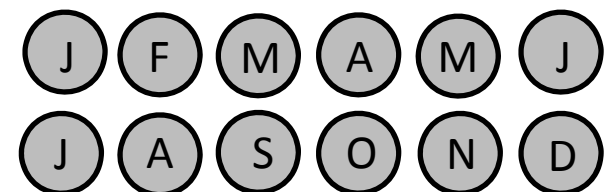
## Sales Countries

- ☐ Domestic
- ☐ Export

## Customer

- ☐ Retailer
- ☐ Broker
- ☐ Food Service
- ☐ Wholesale
- ☐ Club
- ☐ Prepacker
- ☐ Other

## Season



**Wonderful**  
citrus™

California

Lemons

## Packaging Type

3 lb bag California Lemons-Fancy



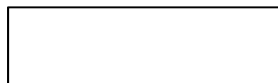
## Internal Item #

CDLEBC03PCM

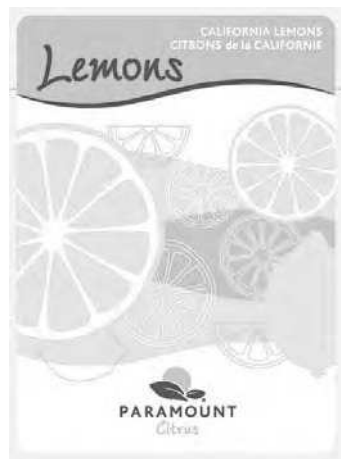
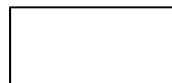
## UPC Label



## Pack Type Number



## Pack Code



20 pallets/Master 40: 840 cartons  
Master 50: 700 cartons  
RPC: 800 cartons

## Ti/Hi

7/6  
5/8

## Shipping Storage Temp.

42-45°

## ECN Conversion

40

## Pack Format

- ☐ Net Bag
- ☐ Combo Bag
- ☐ Corrugate

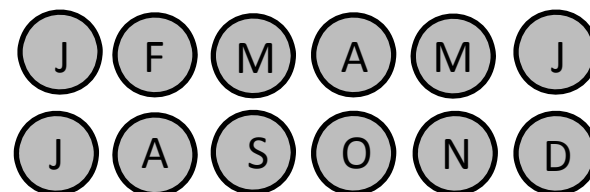
## Sales Countries

- ☐ Domestic
- ☐ Export

## Customer

- ☐ Retailer
- ☐ Broker
- ☐ Food Service
- ☐ Wholesale
- ☐ Club
- ☐ Prepacker
- ☐ Other

## Season



Wonderful  
citrus™

California

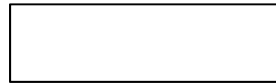
Lemons

## Packaging Type

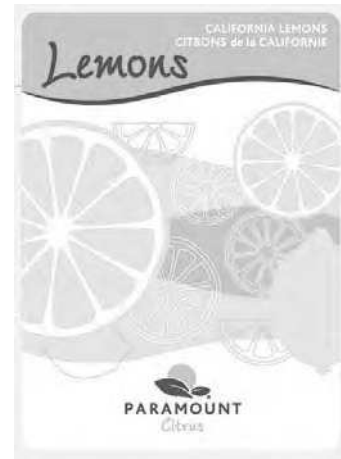
5 lb bag California Lemons-Fancy



## Pack Type Number



## Pack Code



## ECN Conversion

40

## Pack Format

- ☐ Net Bag
- ☐ Combo Bag
- ☐ Corrugate

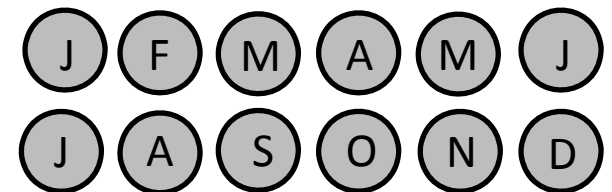
## Sales Countries

- ☐ Domestic
- ☐ Export

## Customer

- ☐ Retailer
- ☐ Broker
- ☐ Food Service
- ☐ Wholesale
- ☐ Club
- ☐ Prepacker
- ☐ Other

## Season



**Wonderful**  
citrus™

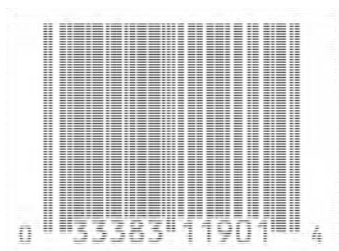
California

Lemons

## Internal Item #

CDLEBN05PCM

## UPC Label



20 pallets/Master 40: 840 cartons  
Master 50: 700 cartons

## Ti/Hi

7/6  
5/8

## Shipping Storage Temp.

42-45°



## Packaging Type

10 lb Consumer box California  
Lemons



## Pack Type Number

## Pack Code



20 pallets/ 3,000 cartons

Ti/Hi

Shipping Storage  
Temp.

42-45°

## ECN Conversion

40

## Pack Format

- ☐ Net Bag
- ☐ Combo Bag
- ☐ Corrugate

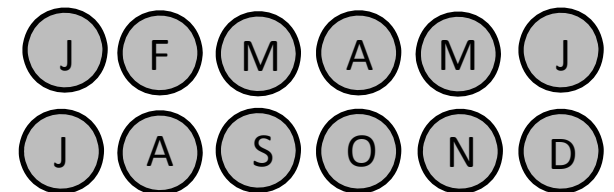
## Sales Countries

- ☐ Domestic
- ☐ Export

## Customer

- ☐ Retailer
- ☐ Broker
- ☐ Food Service
- ☐ Wholesale
- ☐ Club
- ☐ Prepacker
- ☐ Other

## Season



Wonderful  
citrus™

California

Lemons

## Internal Item #

CDLECC10PC

## UPC Label

## Packaging Type

40 lb Consumer box California  
Lemons



## Pack Type Number



## Pack Code



20 pallets/Standard: 1,080 cartons  
Euro: 900 cartons

Ti/Hi

Shipping Storage  
Temp.

42-45°

## ECN Conversion

40

## Pack Format

- ☐ Net Bag
- ☐ Combo Bag
- ☐ Corrugate

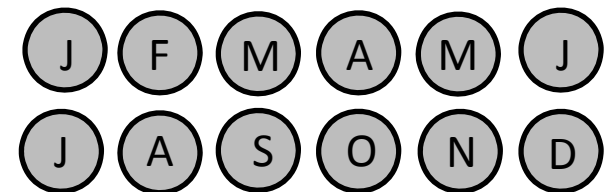
## Sales Countries

- ☐ Domestic
- ☐ Export

## Customer

- ☐ Retailer
- ☐ Broker
- ☐ Food Service
- ☐ Wholesale
- ☐ Club
- ☐ Prepacker
- ☐ Other

## Season



## Internal Item #

CDLECS40PC

## UPC Label

California

Lemons

Wonderful  
citrus™

## Packaging Type

3 lb bag California Navel Oranges  
– Fancy



## Internal Item #

CDNVBN03PC.2

## UPC Label

0 33383 11942 7

## Pack Type Number

## Pack Code

## ECN Conversion

40

## Pack Format

- ☒ Net Bag
- ☐ Combo Bag
- ☐ Corrugate

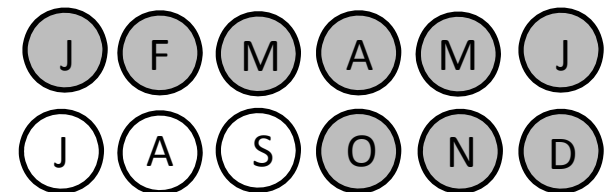
## Sales Countries

- ☒ Domestic
- ☐ Export

## Customer

- ☐ Retailer
- ☒ Broker
- ☐ Food Service
- ☒ Wholesale
- ☐ Club
- ☐ Prepacker
- ☐ Other

## Season



**Wonderful**  
citrus™

California

Navels



20 pallets/ Master 40: 840 cartons  
Master 50: 700 cartons

## Ti/Hi

7/6

## Shipping Storage Temp.

42-45°

## Packaging Type

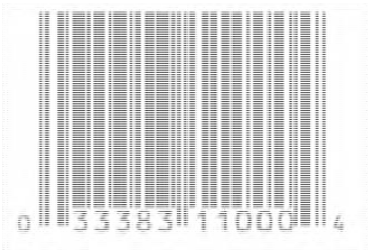
4 lb bag California Navel Oranges  
– Fancy



## Internal Item #

CDNVBN04PC.2

## UPC Label



## Pack Type Number

## Pack Code

## ECN Conversion

40

## Pack Format

- ☒ Net Bag
- ☐ Combo Bag
- ☐ Corrugate

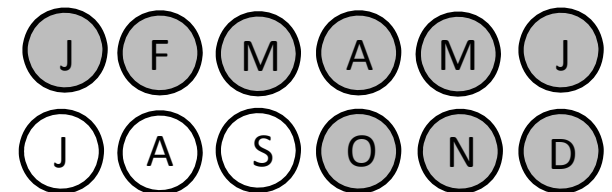
## Sales Countries

- ☒ Domestic
- ☐ Export

## Customer

- ☒ Retailer
- ☒ Broker
- ☐ Food Service
- ☒ Wholesale
- ☒ Club
- ☐ Prepacker
- ☒ Other

## Season



**Wonderful**  
citrus™

California

Navels



20 pallets/Master 40: 840 cartons  
Master 50: 700 cartons  
RPC: 800 cartons  
Strd: 1,260 cartons

## Ti/Hi

7/6  
5/7  
5/12  
5/8  
9/7  
7/5  
1/1

## Shipping Storage Temp.

42-45°

## Packaging Type

5 lb bag California Navel Oranges  
– Fancy



## Internal Item #

CDNVBN05PC.2

## UPC Label



## Pack Type Number

## Pack Code

## ECN Conversion

40

## Pack Format

- ☒ Net Bag  
☐ Combo Bag  
☐ Corrugate

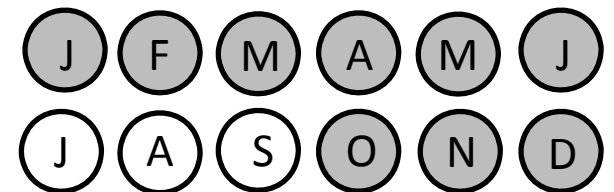
## Sales Countries

- ☒ Domestic  
☐ Export

## Customer

- ☐ Retailer  
☒ Broker  
☐ Food Service  
☒ Wholesale  
☐ Club  
☐ Prepacker  
☒ Other

## Season



**Wonderful**  
citrus™

California

Navels



20 pallets/Master 40: 840 cartons  
Master 50: 700 cartons

## Ti/Hi

7/6

7/5

1/1

## Shipping Storage Temp.

42-45°

## Packaging Type

8 lb bag California Navel Oranges  
– Fancy



## Internal Item #

CDNVBM08PC.2

## UPC Label

0 33383 11008 0

## Pack Type Number

## Pack Code

## ECN Conversion

40

## Pack Format

- ☒ Net Bag  
☐ Combo Bag  
☐ Corrugate

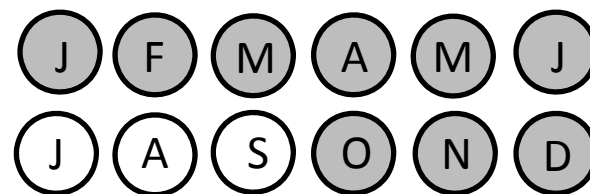
## Sales Countries

- ☒ Domestic  
☐ Export

## Customer

- ☒ Retailer  
☐ Broker  
☐ Food Service  
☐ Wholesale  
☐ Club  
☐ Prepacker  
☐ Other

## Season



**Wonderful**  
citrus™

California

Navels



20 pallets/Master 40: 840 cartons  
Master 50: 700 cartons  
RPC: 800 cartons

## Ti/Hi

7/6  
7/5  
1/1  
5/7  
5/8

## Shipping Storage Temp.

42-45°

## Packaging Type

10 lb bag California Navel Oranges  
– Fancy



## Internal Item #

CDNVBC10PC

## UPC Label



## Pack Type Number

## Pack Code

## ECN Conversion

40

## Pack Format

- ☒ Net Bag
- ☐ Combo Bag
- ☐ Corrugate

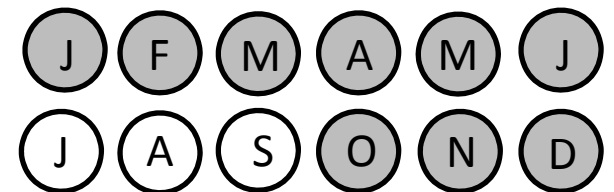
## Sales Countries

- ☒ Domestic
- ☐ Export

## Customer

- ☒ Retailer
- ☒ Broker
- ☐ Food Service
- ☒ Wholesale
- ☐ Club
- ☒ Prepacker
- ☒ Other

## Season



**Wonderful**  
citrus™

California

Navels



20 pallets/ Master 50: 700 cartons

Ti/Hi

Shipping Storage  
Temp.

42-45°

## Packaging Type

1/2 Carton California Navel Oranges  
– Fancy

## Pack Type Number

## Pack Code

## ECN Conversion

40

## Pack Format

- ☐ Net Bag
- ☐ Combo Bag
- ☐ Corrugate

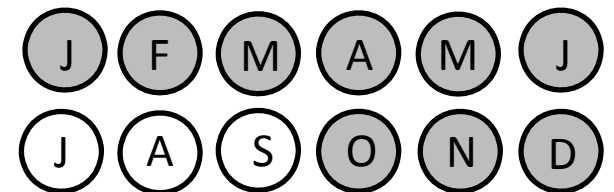
## Sales Countries

- ☐ Domestic
- ☐ Export

## Customer

- ☐ Retailer
- ☐ Broker
- ☐ Food Service
- ☐ Wholesale
- ☐ Club
- ☐ Prepacker
- ☐ Other

## Season



**Wonderful**  
citrus™

California

Navels



## Internal Item #

## UPC Label

0 33383 11962 5



20 pallets/ 1,980 cartons

## Ti/Hi

## Shipping Storage Temp.

42-45°



## Packaging Type

1/3 Carton California Navel Oranges  
– Fancy

## Pack Type Number

## Pack Code

## ECN Conversion

40

## Pack Format

- ☐ Net Bag
- ☐ Combo Bag
- ☐ Corrugate

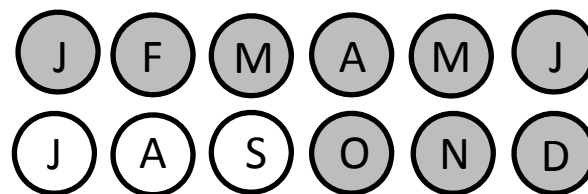
## Sales Countries

- ☐ Domestic
- ☐ Export

## Customer

- ☐ Retailer
- ☐ Broker
- ☐ Food Service
- ☐ Wholesale
- ☐ Club
- ☐ Prepacker
- ☐ Other

## Season



**Wonderful**  
citrus™

California

Navels



20 pallets/ 2,600 cartons

Ti/Hi

Shipping Storage  
Temp.

42-45°

## Internal Item #

## UPC Label

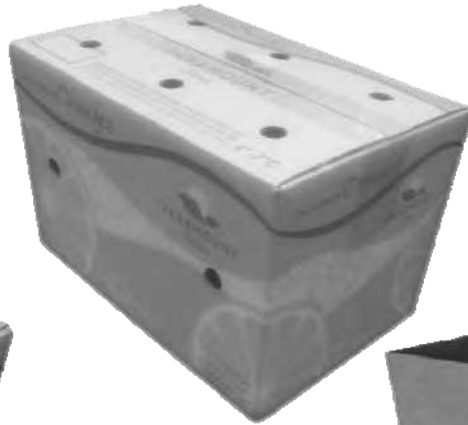
0 33383 11960 1

## Packaging Type

40 lb Carton California Navel  
Oranges – Fancy



## Pack Type Number



## Pack Code



20 pallets/Standard: 1,080 cartons  
Euro: 900 cartons

Ti/Hi

Shipping Storage  
Temp.

42-45°

## ECN Conversion

40

## Pack Format

- ☐ Net Bag
- ☐ Combo Bag
- ☒ Corrugate

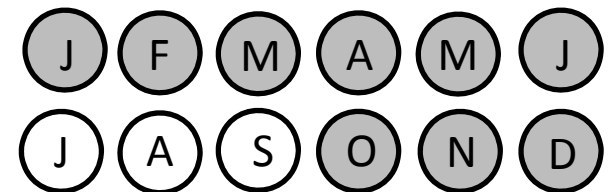
## Sales Countries

- ☐ Domestic
- ☐ Export

## Customer

- ☐ Retailer
- ☐ Broker
- ☐ Food Service
- ☐ Wholesale
- ☐ Club
- ☐ Prepacker
- ☐ Other

## Season



Wonderful  
citrus™

California

Navels

## Internal Item #

CDORCS40PC

## UPC Label

## Packaging Type

3 lb bag California Valencia Oranges  
– Fancy



## Internal Item #

CDVLBN03PC.2

## UPC Label

0 33383 11940 3

## Pack Type Number

## Pack Code

## ECN Conversion

40

## Pack Format

- ☐ Net Bag  
☐ Combo Bag  
☐ Corrugate

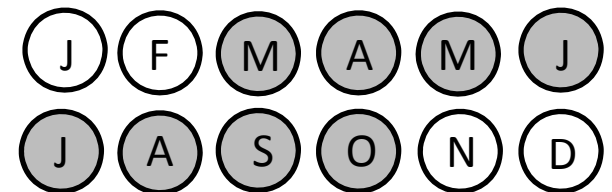
## Sales Countries

- ☐ Domestic  
☐ Export

## Customer

- ☐ Retailer  
☐ Broker  
☐ Food Service  
☐ Wholesale  
☐ Club  
☐ Prepacker  
☐ Other

## Season



**Wonderful**  
citrus™



20 pallets/ cartons

## Ti/Hi

## Shipping Storage Temp.

42-45°

California

Valencias

## Packaging Type

4 lb bag California Valencia Oranges  
– Fancy



## Internal Item #

CDVLBN04PC.2

## UPC Label

0 33383 11050 9

## Pack Type Number

## Pack Code

## ECN Conversion

40

## Pack Format

- ☐ Net Bag  
☐ Combo Bag  
☐ Corrugate

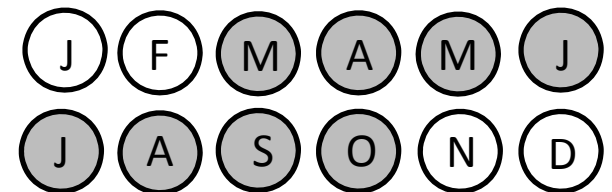
## Sales Countries

- ☐ Domestic  
☐ Export

## Customer

- ☐ Retailer  
☐ Broker  
☐ Food Service  
☐ Wholesale  
☐ Club  
☐ Prepacker  
☐ Other

## Season



**Wonderful**  
citrus™



20 pallets/Master 40: 840 cartons  
Master 50: 700 cartons  
RPC: 800 cartons  
Strd: 1,260 cartons

## Ti/Hi

7/6  
5/8  
7/5  
1/1

## Shipping Storage Temp.

42-45°

California

Valencias

## Packaging Type

5 lb bag California Valencia Oranges  
– Fancy



## Internal Item #

CDVLBN05PC

## UPC Label

0 33383 11054 7

## Pack Type Number

## Pack Code

## ECN Conversion

40

## Pack Format

- ☐ Net Bag  
☐ Combo Bag  
☐ Corrugate

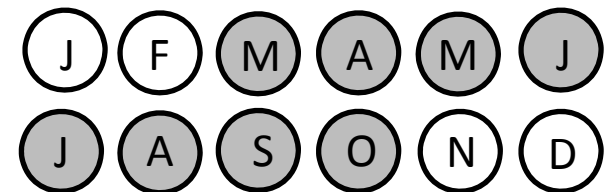
## Sales Countries

- ☐ Domestic  
☐ Export

## Customer

- ☐ Retailer  
☐ Broker  
☐ Food Service  
☐ Wholesale  
☐ Club  
☐ Prepacker  
☐ Other

## Season



**Wonderful**  
citrus™

California

Valencias



20 pallets/Master 40: 840 cartons  
Master 50: 700 cartons

## Ti/Hi

7/6

## Shipping Storage Temp.

42-45°

## Packaging Type

8 lb bag California Valencia Oranges  
– Fancy

## Pack Type Number

## Pack Code

## ECN Conversion

40

## Pack Format

- ☐ Net Bag  
☐ Combo Bag  
☐ Corrugate

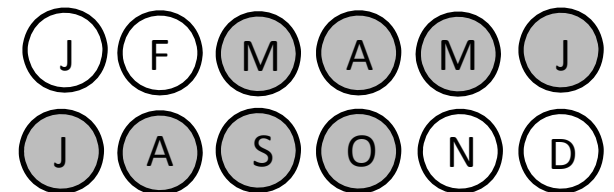
## Sales Countries

- ☐ Domestic  
☐ Export

## Customer

- ☐ Retailer  
☐ Broker  
☐ Food Service  
☐ Wholesale  
☐ Club  
☐ Prepacker  
☐ Other

## Season



**Wonderful**  
citrus™

California

Valencias

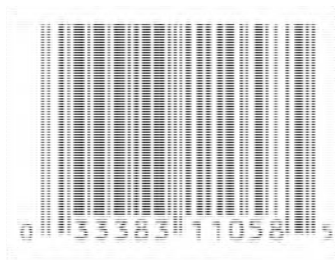


20 pallets/Master 40: 840 cartons  
Master 50: 700 cartons  
RPC: 800 cartons

## Internal Item #

CDVLBM08PC

## UPC Label



## Ti/Hi

7/6  
7/5

## Shipping Storage Temp.

42-45°

## Packaging Type

10 lb bag California Valencia  
Oranges – Fancy



## Internal Item #

CDVLBM10PC

## UPC Label

0 33383 11062 2

## Pack Type Number

## Pack Code

## ECN Conversion

40

## Pack Format

- ☒ Net Bag  
☐ Combo Bag  
☐ Corrugate

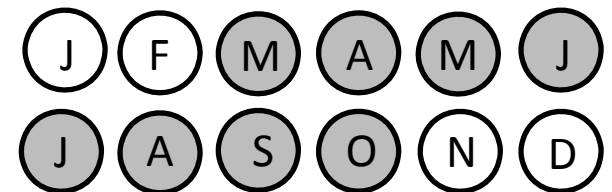
## Sales Countries

- ☐ Domestic  
☐ Export

## Customer

- ☐ Retailer  
☐ Broker  
☐ Food Service  
☐ Wholesale  
☐ Club  
☐ Prepacker  
☐ Other

## Season



**Wonderful**  
citrus™

California

Valencias



20 pallets/ cartons

## Ti/Hi

7/5  
1/1

## Shipping Storage Temp.

42-45°

## Packaging Type

2 lb bag Juicy Limes

## Pack Type Number

## Pack Code

## ECN Conversion

37

## Pack Format

- ☒ Net Bag  
☐ Combo Bag  
☐ Corrugate

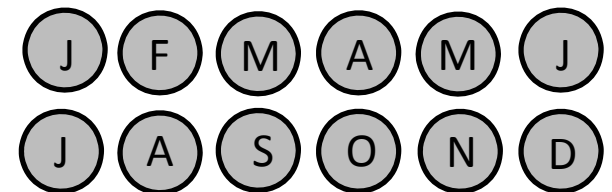
## Sales Countries

- ☐ Domestic  
☐ Export

## Customer

- ☐ Retailer  
☐ Broker  
☐ Food Service  
☐ Wholesale  
☐ Club  
☐ Prepacker  
☐ Other

## Season



**Wonderful**  
citrus™

Mexico

Limes



## Internal Item #

CDLIBX02PCM.2

## UPC Label



20 pallets/ 900 cartons

Ti/Hi

## Shipping Storage

Temp.

50°



## Packaging Type

5 lb bag Juicy Limes



**Internal Item #**

**UPC Label**

0 33383 14100 8

## Pack Type Number

## Pack Code

## ECN Conversion

37

## Pack Format

- ☒ Net Bag  
☐ Combo Bag  
☐ Corrugate

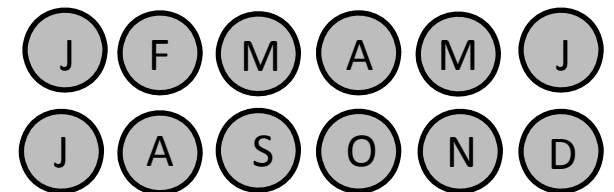
## Sales Countries

- ☐ Domestic  
☐ Export

## Customer

- ☐ Retailer  
☐ Broker  
☐ Food Service  
☐ Wholesale  
☐ Club  
☐ Prepacker  
☐ Other

## Season



**Wonderful**  
citrus™

Mexico

Limes



20 pallets/ 900 cartons

**Ti/Hi**

**Shipping Storage  
Temp.**

50°

## Packaging Type

40 lb box Limes- Fancy

## Pack Type Number

## Pack Code

## ECN Conversion

37

## Pack Format

- ☐ Net Bag
- ☐ Combo Bag
- ☒ Corrugate

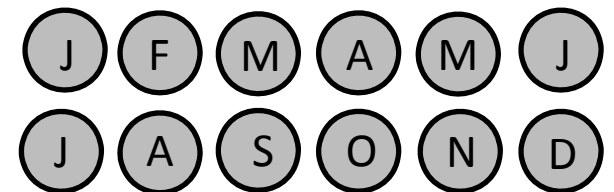
## Sales Countries

- ☐ Domestic
- ☐ Export

## Customer

- ☐ Retailer
- ☐ Broker
- ☐ Food Service
- ☐ Wholesale
- ☐ Club
- ☐ Prepacker
- ☐ Other

## Season



**Wonderful**  
citrus™



20 pallets/Standard: 1,080 cartons  
Euro: 900 cartons

Ti/Hi

Shipping Storage  
Temp.

50°

Internal Item #

UPC Label

Mexico

Limes

**EXHIBIT B**





# ART FOR APPROVAL

APPROVED \_\_\_\_\_

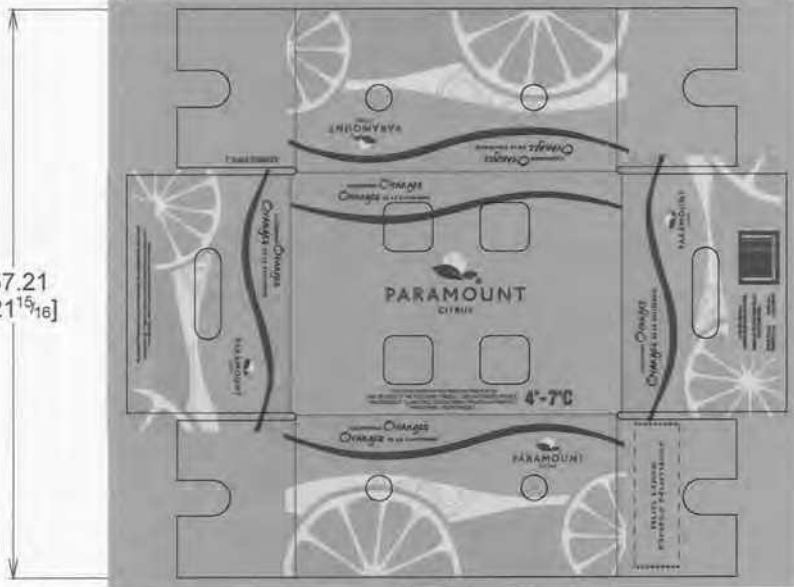
DATE \_\_\_\_\_

CHECK CAREFULLY! COLORS ARE REPRESENTATIVE ONLY

Although every effort has been taken to achieve the highest quality standards, errors do occur. Any language translations must be verified by the customer. We accept no liabilities incurred financially or otherwise from the subsequent use of our product.

Colors	1	○—	2	○—	3	● CJ4959	4	● CJ4960	5	● CJ4961	6	○—	7	○—
Anilox	1	---	2	---	3	250	4	250	5	250	6	---	7	---

641.35  
[ 25 1/4 ]



COATED WITH VEGETABLE-  
AND/ORLAC-RESIN BASED WAX OR RESIN.

ENROBAGE DE CIRE OU DE RÉSINE VÉGÉTALE  
ET/OU DE LAQUE RÉSINE.

Oranges DE LA CALIFORNIE

**CDORCC10PC.2**

TREATED TO MAINTAIN FRESHNESS IN TRANSIT WITH  
ONE OR MORE OF THE FOLLOWING: IMAZALIL, SODIUM O-PHENYLPHENATE,  
THIABENDAZOLE, FLUIDOXONIL, AZOXYSTROBIN, POTASSIUM PHOSPHITE,  
PYRIMETHANIL, PROPICONAZOLE.

238.13  
[ 9 3/8 ]

PRODUCE OF U.S.A. NET WT 10 lbs.  
PRODUIT DES É.-U.A. 4,54 kg POIDS NET



Identification:  
CDORCC10PC.2

Customer Name:  
Paramount Citrus

Spec or Cut Die #  
12-209-D

Item #  
—

Project #  
7001620

Docket #  
14037

AFA Rev  
13

Date  
12/9/15

AG/CJ

## EXHIBIT C















PARAMOUNT  
Citrus



PARAMOUNT  
Citrus

45840

CDICCS40BT



Sweet  
**TEXAS**  
GROWN



PARAMOUNT  
Citrus

**SEÑOR  
ORANGES**



Sweet  
**TEXAS**  
GROWN  
**ORANGES**

45840

PARAMOUNT  
Citrus









PARAMOUNT  
CITRUS

TM



**EXHIBIT D**



# LABEL ARTWORK FOR APPROVAL

IT IS THE RESPONSIBILITY OF THE CUSTOMER TO EXAMINE THIS PROOF CAREFULLY FOR ANY ERRORS OR OMISSIONS AND TO VERIFY ALL PLU & BARCODE NUMBERS. CUSTOMER'S SIGNATURE CONFIRMS APPROVED: COPY, LAYOUT, COLORS, PLU'S AND BARCODES.

For USDA requirements on Country of Origin Labeling, see the USDA's Agricultural Marketing Service website at [www.ams.usda.gov/cool](http://www.ams.usda.gov/cool) on the internet for details.

DESCRIPTION PARAMOUNT CITRUS DATABAR

DATE 9/30/14

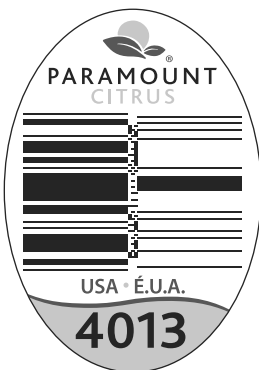
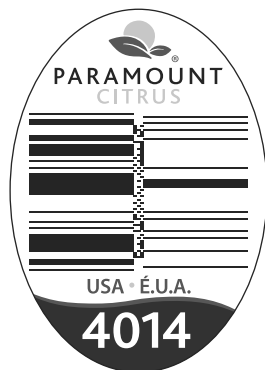
REV # 5

GT # 277587

2 x Actual size

CP 3.0-26  
Actual Size

PAGE 1 OF 2



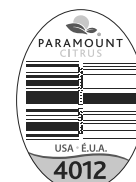
● Reflex Blue



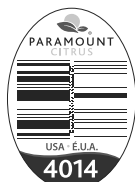
3431851  
00072240134258  
4013 NAVEL S



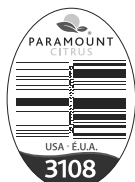
3431877  
00072240134241  
3107 NAVEL M



3431885  
00072240134234  
4012 NAVEL L



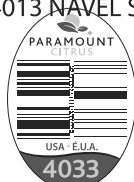
3431893  
00072240134289  
4014 VALENCIA S



3431906  
00072240134272  
3108 VALENCIA M



3431914  
00072240134265  
4388 VALENCIA L



3431922  
00072240134319  
4033 LEMON S



3431931  
00072240134302  
4958 LEMON M



3431949  
00072240134296  
4053 LEMON L



3431957  
00072240134333  
4383 MINNEOLA



3431965  
00072240134319  
4033 LEMON S



3431973  
00072240134302  
4958 LEMON M



3431981  
00072240134296  
4053 LEMON L



3431990  
00072240243479  
4048 LIME



3432010  
00072240244315  
4306 LIME

**PANTONE COLOR(S)** The colors shown on this proof are dependant on individual computers/screens/printers and should therefore be checked using a Pantone Color Specification book. **J0008**



Yellow 1235 Green 375 Green 349 Black

## FOR EANs AND UPCs:

The barcode label(s) shown here **MEETS / DOES NOT MEET** the GS1 General Specifications 9.0

Sinclair recommends:

- Background behind symbol is white.
- A Quiet Zone of at least 20 mil (0.5mm/1.44pts).
- Barcode symbol is black.

## FOR GS1 DATABAR™:

The barcode label(s) shown here **MEETS / DOES NOT MEET** the GS1 Application Guidelines, which includes:

- Minimum is an 8 mil, 100% height GS1 DATABAR™ stacked omni directional symbol.
- PLU is printed on the label.

Sinclair recommends:

- Background behind symbol is white.
- A Quiet Zone of at least 20 mil (0.5mm/1.44pts).
- Barcode symbol is black.

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I agree that the above details are correct. Approved & Signed:

Name and Position

On behalf of (Customer)

PARAMOUNT CITRUS

Dated

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For USDA requirements on Country of Origin labeling, see the USDA's Agricultural Marketing Service website at [www.ams.usda.gov/cool](http://www.ams.usda.gov/cool) on the internet for details.

DESCRIPTION PARAMOUNT CITRUS DATABAR

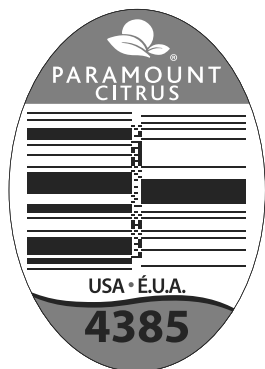
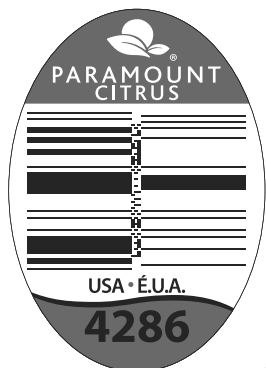
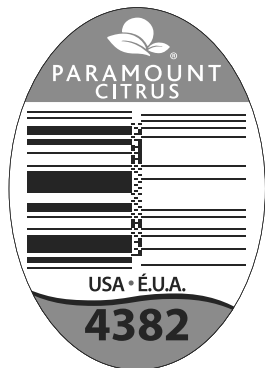
DATE 9/22/14

REV # 3

GT # 277587

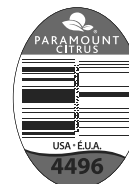
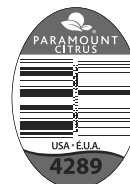
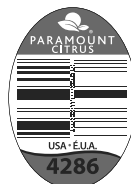
2 x Actual size

PAGE 2 OF 2



CP 3.0-26  
Actual Size

● Magenta 703



3432028  
00072240062063  
4286 TEXAS  
RIO STAR S

3432036  
00072240062070  
4289 TEXAS  
RIO STAR L

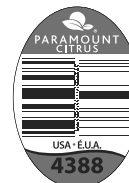
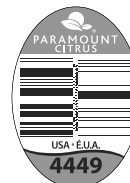
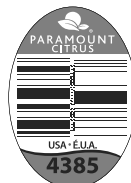
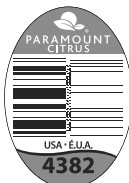
3432044  
00072240062087  
4496 TEXAS  
RIO STAR XL

● Green C

● Pinkish Red 032

● Orange 021

● Purple C



3432052  
00072240062094  
4382 Texas  
Orange

3432061  
00072240062100  
4385 Texas Navel

3432079  
00072240389733  
4449 Texas  
Tangerine

3432087  
00072240062117  
4388 Texas  
Valencia

**PANTONE COLOR(S)** The colors shown on this proof are dependant on individual computers/screens/printers and should therefore be checked using a Pantone Color Specification book. **J0008**



Black



## FOR EANs AND UPCs:

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- Barcode symbol is black.

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- A Quiet Zone of at least 20 mil (0.5mm/1.44pts).
- Barcode symbol is black.

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I agree that the above details are correct. Approved & Signed:

Name and Position

On behalf of (Customer)

Dated

PARAMOUNT CITRUS

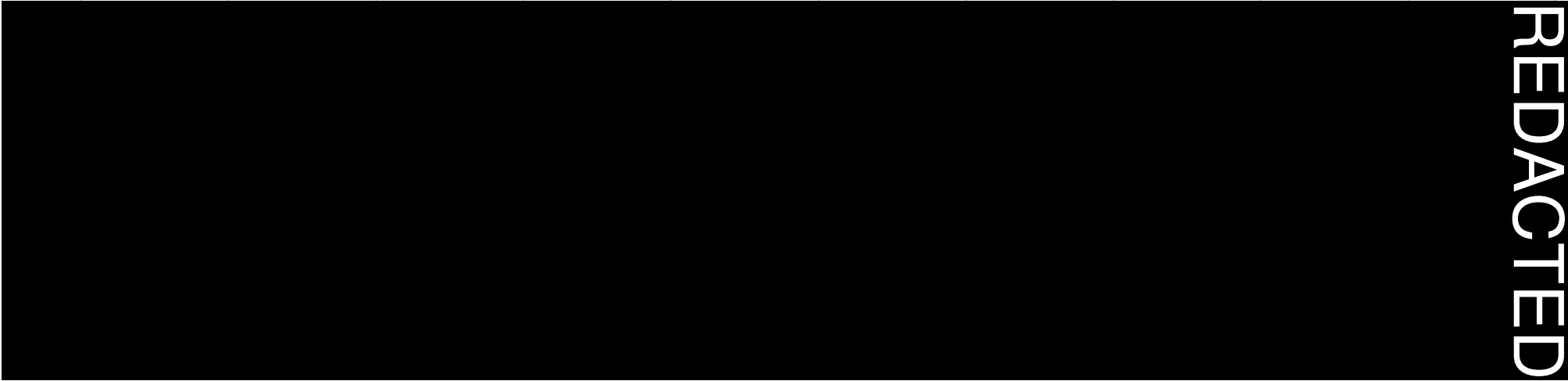
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**EXHIBIT E**

WONDERFUL CITRUS

FRUIT\_GRADE      Fancy (Domestic & Export) volumes only



REDACTED

## EXHIBIT F

# Wonderful Citrus. In season all year long.

Your trusted supplier of high-quality  
lemons and limes.



- We're the largest vertically integrated grower of citrus in North America.
- We control the process from tree to shelf—we grow, pick, pack and ship.
- We are your source for the freshest, sweetest, juiciest citrus.

Contact your sales representative in  
CA: +1.661.720.2500 or TX: +1.956.205.7400, or email [contact.citrus@wonderful.com](mailto:contact.citrus@wonderful.com)

## Wonderful citrus™

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JOB NO.: PC14335	TRIM: 210mm x 297mm	COLOR: 4/C PROS	DATE IN: 2-25-16	CREATIVE: SP
PROJECT: Wond Citrus Lemon/Lime Ad - AsiaFruit™ and "EuroFruit"	LIVE: -12.7mm	LIVE, TRIM, BLEED (DO NOT PRINT)	CLIENT SIGN OFF: 3-11-16	PRODUCTION: MC
SCALE: 1 : 1	BLEED: None	PRINTOUT SIZE: 100%	RELEASE DATE: 3-11-16	PROOF: F





Grove to grocer.



Nonstops daily.



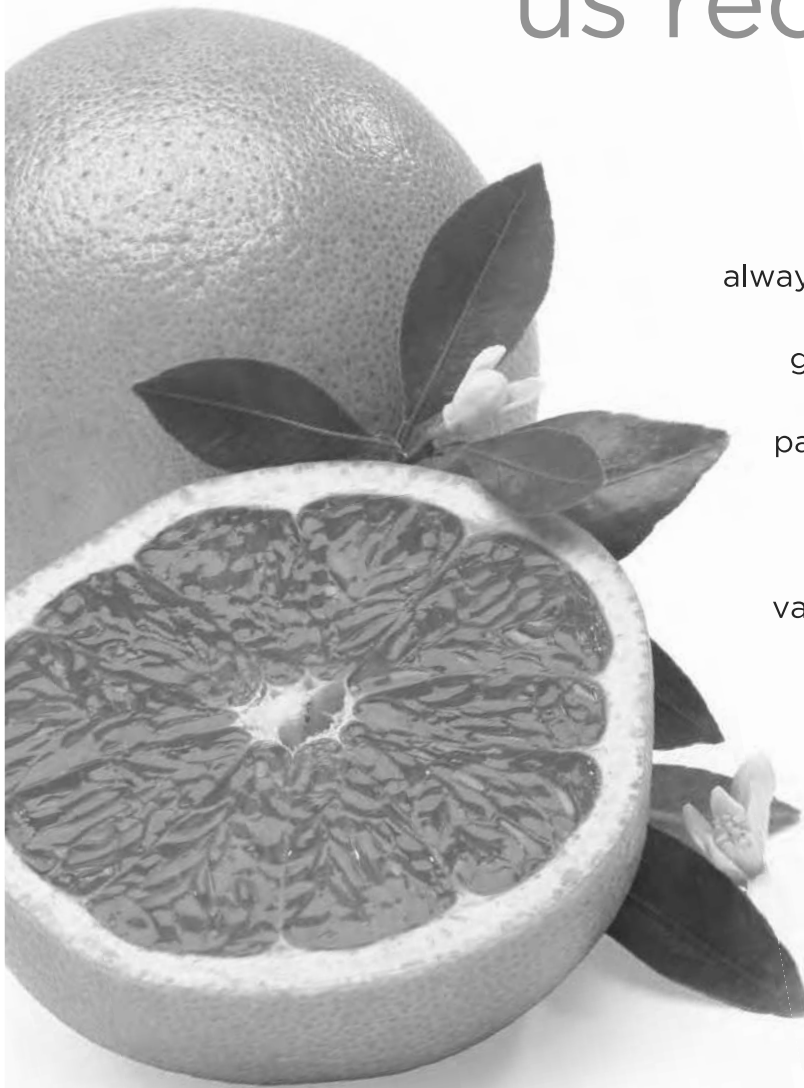
Whether it's growing, harvesting, processing, packing, shipping or sales—when it comes to the most delicious varieties of citrus available, we handle it all. North America's largest one-stop shop for citrus is sweeter than ever. **Call your citrus sales representative at 661.720.2500 or 956.205.7400.**

  
**PARAMOUNT**  
CITRUS  
[paramountcitrus.com](http://paramountcitrus.com)

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# You'll always catch us red-handed.



Our famous red grapefruits are always at our fingertips. Whether it's growing, harvesting, processing, packing, shipping or sales – when it comes to the most delicious variety of grapefruit available, we handle it all. It's called vertical integration and it makes North America's largest one-stop shop for citrus sweeter than ever.



**PARAMOUNT**  
CITRUS

Call your Paramount Citrus representative  
at 661.720.2500 or [956.205.7400.paramountcitrus.com](http://956.205.7400.paramountcitrus.com)

EXHIBIT G

REDACTED

REDACTED

REDACTED

REDACTED

REDACTED  
REDACTED

REDACTED

REDACTED  
REDACTED

EXHIBIT H

# VARIETY PACK Seasonal SHOCK TOP

**NEW**  
*Limited Edition*  
**STRAWBANERO  
WHEAT**

**SAVE \$1.00**

**INSTANTLY**

on the purchase of one (1)  
4 lb. bag or larger of  
Paramount Citrus Oranges.

*See tear pad for details.*



  
**PARAMOUNT**  
CITRUS



ENJOY RESPONSIBLY

© 2016 Shock Top Brewing Co., Shock Top, Strawbanero Wheat, Shock Top, Belgian-Style Wheat, Shock Top, Twisted Pretzel Wheat, and Shock Top, Honeycrisp Apple Wheat, Harvest Belgian-Style Wheat are trademarks of Shock Top Brewing Co. All rights reserved.

VARIETY PACK  
Seasonal  
**SHOCK TOP**

**NEW**  
*Limited Edition*  
**STRAWBANERO  
WHEAT**

  
**PARAMOUNT**  
CITRUS



**SAVE \$1.00  
INSTANTLY**

on the purchase of one (1) 4 lb. bag  
or larger of Paramount Citrus Oranges.

*See tear pad for details.*



ENJOY RESPONSIBLY

© 2016 Shock Top Brewing Co., Shock Top® Strawbanero Wheat, Shock Top® Belgian-Style Wheat Ale, Shock Top® Twisted Pretzel Wheat, and Shock Top® Honeycrisp Apple Wheat Flavored Belgian-Style Wheat Ale, St. Louis, MO • PHX



MANUFACTURER'S COUPON

DO NOT DOUBLE

VALID: 01/03/16 - 02/28/16

# SAVE \$1.00 INSTANTLY

on the purchase of one (1) 4 lb. bag  
of Paramount Citrus Oranges.



No beer purchase required. Offer valid in Texas only.

**MANUFACTURER'S COUPON**

**DO NOT DOUBLE**

**VALID: 01/03/16 – 02/28/16**

# SAVE \$1.00

**INSTANTLY on the purchase of one (1)  
4 lb. bag of Paramount Citrus Oranges.**

Consumer and Retailer: LIMIT ONE (1) COUPON PER PURCHASE OF SPECIFIED PRODUCT AND QUANTITY STATED. NOT TO BE COMBINED WITH ANY OTHER COUPON(S). LIMIT OF TWO (2) IDENTICAL COUPONS IN SAME SHOPPING TRIP. Void if expired, reproduced, altered, copied, sold, purchased, transferred, or exchanged to any person, firm, or group prior to store redemption, or where prohibited or restricted by law. Any other use constitutes fraud. Consumer: You pay any sales tax. Retailer: Wonderful Citrus will reimburse you for the face value of this coupon plus 8¢ handling if submitted in accordance with Wonderful Citrus Coupon Redemption Policy (available upon request). Mail coupons to Wonderful Citrus, Inmar Dept #72240, Wonderful Citrus, 1 Fawcett Drive, Del Rio, TX 78840. Cash value 1/100¢. No cash back if coupon value exceeds selling price. Valid only in Texas. © 2016 Wonderful Citrus LLC. All Rights Reserved. PARAMOUNT CITRUS and the accompanying logo are trademarks of Wonderful Citrus LLC or its affiliates

**ENJOY RESPONSIBLY**

Shock Top® is a registered trademark of Shock Top Brewing Co. • PHX • Item Number 1090397

0072240-201395



MANUFACTURER'S COUPON

DO NOT DOUBLE

VALID: 11/01/15 – 11/30/15

# SAVE \$1.00 INSTANTLY

on the purchase of one (1) 4 lb. bag  
of Paramount Citrus Oranges.



No beer purchase required. Offer valid in Texas only.

**MANUFACTURER'S COUPON**

**DO NOT DOUBLE**

**VALID: 11/01/15 – 11/30/15**

# SAVE \$1.00

**INSTANTLY on the purchase of one (1)**

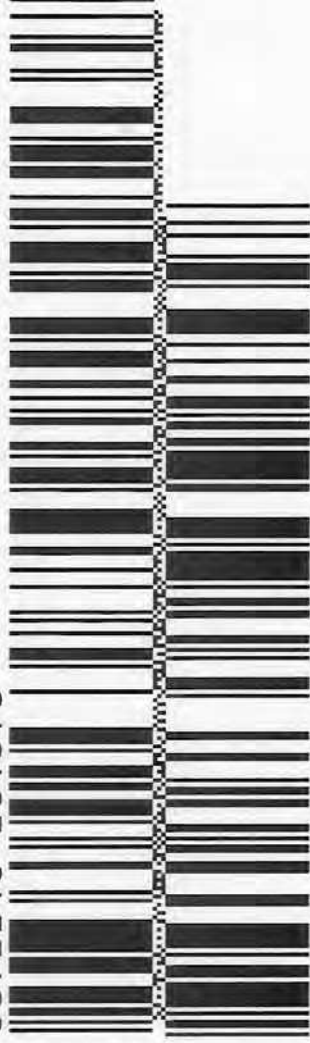
**4 lb. bag of Paramount Citrus Oranges.**

Consumer and Retailer: LIMIT ONE (1) COUPON PER PURCHASE OF SPECIFIED PRODUCT AND QUANTITY STATED. NOT TO BE COMBINED WITH ANY OTHER COUPON(S). LIMIT OF TWO (2) IDENTICAL COUPONS IN SAME SHOPPING TRIP. Void if expired, reproduced, altered, copied, sold, purchased, transferred, or exchanged to any person, firm, or group prior to store redemption, or where prohibited or restricted by law. Any other use constitutes fraud. Consumer: You pay any sales tax. Retailer: Wonderful Citrus will reimburse you for the face value of this coupon plus 8¢ handling if submitted in accordance with Wonderful Citrus Coupon Redemption Policy (available upon request). Mail coupons to Wonderful Citrus, Inmar Dept #72240, Paramount Citrus, 1 Fawcett Drive, Del Rio, TX 78840. Cash value 1/100¢. No cash back if coupon value exceeds selling price. Valid only in Texas. © 2015 Wonderful Citrus LLC. All Rights Reserved. PARAMOUNT CITRUS and the accompanying logo are trademarks of Wonderful Citrus LLC or its affiliates

**ENJOY RESPONSIBLY**

Shock Top® is a registered trademark of Shock Top Brewing Co. • PHX • Item Number 1087954

0072240-201373



# EXHIBIT I

# United States of America

United States Patent and Trademark Office



PARAMOUNT  
*Citrus*

**Reg. No. 3,934,863**

**Registered Mar. 22, 2011**

**Int. Cl.: 31**

**TRADEMARK**

**PRINCIPAL REGISTER**

PARAMOUNT CITRUS LLC (DELAWARE LIMITED LIABILITY COMPANY)  
11444 W. OLYMPIC BLVD., 10TH FLOOR  
LOS ANGELES, CA 90064

FOR: FRESH CITRUS FRUITS, IN CLASS 31 (U.S. CLS. 1 AND 46).

FIRST USE 6-1-2008; IN COMMERCE 6-1-2008.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "CITRUS", APART FROM THE MARK AS SHOWN.

THE MARK CONSISTS OF AN ORANGE GROWING BETWEEN TWO LEAVES WITH THE STYLIZED WORDING "PARAMOUNT CITRUS" BENEATH THE DESIGN ELEMENT.

SN 77-611,305, FILED 11-10-2008.

BENJAMIN OKEKE, EXAMINING ATTORNEY



*David J. Kyros*

Director of the United States Patent and Trademark Office

**Generated on:** This page was generated by TSDR on 2016-10-24 15:43:40 EDT

**Mark:** PARAMOUNT CITRUS



**US Serial Number:** 77611305

**Application Filing Date:** Nov. 10, 2008

**US Registration Number:** 3934863

**Registration Date:** Mar. 22, 2011

**Register:** Principal

**Mark Type:** Trademark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** A Sections 8 and 15 combined declaration has been accepted and acknowledged.

**Status Date:** Jun. 05, 2016

**Publication Date:** Oct. 20, 2009

**Notice of Allowance Date:** Jan. 12, 2010

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## Mark Information

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**Mark Literal Elements:** PARAMOUNT CITRUS

**Standard Character Claim:** No

**Mark Drawing Type:** 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

**Description of Mark:** The mark consists of an orange growing between two leaves with the stylized wording "PARAMOUNT CITRUS" beneath the design element.

**Color(s) Claimed:** Color is not claimed as a feature of the mark.

**Disclaimer:** "CITRUS"

**Design Search Code(s):** 05.03.08 - More than one leaf, including scattered leaves, bunches of leaves not attached to branches  
05.03.25 - Leaf, single; Other leaves  
05.09.03 - Oranges, tangerines and the like; grapefruit

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## Goods and Services

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**Note:** The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Fresh citrus fruits

**International Class(es):** 031 - Primary Class

**U.S Class(es):** 001, 046

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jun. 01, 2008

**Use in Commerce:** Jun. 01, 2008

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## Basis Information (Case Level)

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**Filed Use:** No

**Currently Use:** Yes

**Amended Use:** No

**Filed ITU:** Yes

**Currently ITU:** No

**Amended ITU:** No

**Filed 44D:** No

**Currently 44D:** No

**Amended 44D:** No

**Filed 44E:** No

**Currently 44E:** No

**Amended 44E:** No

**Filed 66A:** No

**Currently 66A:** No

**Filed No Basis:** No

**Currently No Basis:** No

## Current Owner(s) Information

**Owner Name:** WONDERFUL CITRUS LLC

**Owner Address:** 11444 WEST OLYMPIC BLVD., 10TH FLOOR  
LOS ANGELES, CALIFORNIA UNITED STATES 90064

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country** DELAWARE  
**Where Organized:**

## Attorney/Correspondence Information

**Attorney of Record - None**

**Correspondent**

**Correspondent Name/Address:** LATUNDA POWELL, TRADEMARK ADMINISTRATOR  
Roll Law Group P.C.  
11444 WEST OLYMPIC BLVD., 7TH FLOOR  
LOS ANGELES, CALIFORNIA UNITED STATES 90064

**Domestic Representative - Not Found**

## Prosecution History

Date	Description	Proceeding Number
Jun. 05, 2016	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - MAILED	
Jun. 05, 2016	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	64591
Jun. 02, 2016	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	64591
Mar. 23, 2016	TEAS SECTION 8 & 15 RECEIVED	
Mar. 23, 2016	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jul. 01, 2015	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Mar. 22, 2011	REGISTERED-PRINCIPAL REGISTER	
Feb. 12, 2011	NOTICE OF ACCEPTANCE OF STATEMENT OF USE MAILED	
Feb. 11, 2011	LAW OFFICE REGISTRATION REVIEW COMPLETED	68123
Feb. 08, 2011	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Feb. 07, 2011	STATEMENT OF USE PROCESSING COMPLETE	76985
Jan. 27, 2011	USE AMENDMENT FILED	76985
Jan. 27, 2011	TEAS STATEMENT OF USE RECEIVED	
Jan. 19, 2011	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Jan. 15, 2011	NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED	
Jan. 14, 2011	EXTENSION 2 GRANTED	76985
Jan. 12, 2011	EXTENSION 2 FILED	76985
Jan. 12, 2011	TEAS EXTENSION RECEIVED	
Aug. 26, 2010	NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED	
Aug. 25, 2010	EXTENSION 1 GRANTED	76985
Jul. 12, 2010	EXTENSION 1 FILED	76985
Aug. 25, 2010	CASE ASSIGNED TO INTENT TO USE PARALEGAL	76985
Jul. 14, 2010	EXTENSION RECEIVED WITH TEAS PETITION	
Jul. 14, 2010	PETITION TO REVIVE-GRANTED	88889
Jul. 14, 2010	TEAS PETITION TO REVIVE RECEIVED	
Jan. 12, 2010	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Oct. 20, 2009	PUBLISHED FOR OPPOSITION	
Sep. 30, 2009	NOTICE OF PUBLICATION	
Sep. 15, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	68123
Sep. 15, 2009	ASSIGNED TO LIE	68123



Sep. 08, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 18, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Aug. 17, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Aug. 17, 2009	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Feb. 17, 2009	NON-FINAL ACTION MAILED	
Feb. 14, 2009	NON-FINAL ACTION WRITTEN	82437
Feb. 09, 2009	ASSIGNED TO EXAMINER	82437
Nov. 14, 2008	NOTICE OF DESIGN SEARCH CODE MAILED	
Nov. 13, 2008	NEW APPLICATION ENTERED IN TRAM	

## Maintenance Filings or Post Registration Information

**Affidavit of Continued Use:** Section 8 - Accepted

**Affidavit of Incontestability:** Section 15 - Accepted

## TM Staff and Location Information

### TM Staff Information - None File Location

**Current Location:** TMO LAW OFFICE 112

**Date in Location:** Jun. 05, 2016

## Assignment Abstract Of Title Information

### Summary

**Total Assignments:** 2

**Registrant:** PARAMOUNT CITRUS LLC

### Assignment 1 of 2

**Conveyance:** CONVERSION

**Reel/Frame:** [4452/0793](#)

**Pages:** 4

**Date Recorded:** Jan. 13, 2011

**Supporting Documents:** [assignment-tm-4452-0793.pdf](#)

### Assignor

**Name:** [PARAMOUNT CITRUS ASSOCIATION](#)

**Execution Date:** Dec. 21, 2010

**Legal Entity Type:** GENERAL PARTNERSHIP

**State or Country Where Organized:** CALIFORNIA

### Assignee

**Name:** [PARAMOUNT CITRUS LLC](#)

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where Organized:** DELAWARE

**Address:** 11444 W. OLYMPIC BLVD., 10TH FLOOR  
LOS ANGELES, CALIFORNIA 90064

### Correspondent

**Correspondent Name:** LATUNDA POWELL

**Correspondent Address:** 11444 W. OLYMPIC BLVD., 10TH FLOOR  
LOS ANGELES, CA 90064

### Domestic Representative - Not Found

### Assignment 2 of 2

**Conveyance:** CHANGE OF NAME

**Reel/Frame:** [5557/0862](#)

**Pages:** 5

**Date Recorded:** Jun. 22, 2015

**Supporting Documents:** [assignment-tm-5557-0862.pdf](#)

### Assignor

**Name:** [PARAMOUNT CITRUS LLC](#)

**Execution Date:** Jun. 01, 2015

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country** DELAWARE  
**Where Organized:**

**Assignee**

**Name:** WONDERFUL CITRUS LLC

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country** DELAWARE  
**Where Organized:**

**Address:** 11444 WEST OLYMPIC BLVD., 10TH FLOOR  
LOS ANGELES, CALIFORNIA 90064

**Correspondent**

**Correspondent Name:** LATUNDA POWELL

**Correspondent Address:** 11444 WEST OLYMPIC BLVD., 7TH FLOOR  
LOS ANGELES, CA 90064

**Domestic Representative - Not Found**

## Proceedings

**Summary**

**Number of Proceedings:** 2

**Type of Proceeding: Opposition**

**Proceeding Number:** 91222878

**Filing Date:** Jul 17, 2015

**Status:** Pending

**Status Date:** Jul 21, 2015

**Interlocutory Attorney:** BENJAMIN U OKEKE

**Defendant**

**Name:** Quality Fresh Farms, Inc.

**Correspondent Address:** SHERRIE M FLYNN  
COLEMAN & HOROWITT LLP  
499 WEST SHAW AVENUE, STE 114SUITE 116  
FRESNO CA UNITED STATES , 93704

**Correspondent e-mail:** ipdocketing@ch-law.com , sflynn@ch-law.com , nalshikhaiti@ch-law.com

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
Q	Opposition Pending	<u>86375060</u>	

**Plaintiff(s)**

**Name:** Wonderful Citrus LLC f/k/a Paramount Citrus LLC

**Correspondent Address:** MICHAEL M VASSEGGHI  
ROLL LAW GROUP PC  
11444 W OLYMPIC BLVD, 7TH FLOOR  
LOS ANGELES CA UNITED STATES , 90064-1557

**Correspondent e-mail:** michael.vasseghi@roll.com , ipdocketing@roll.com

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
PARAMOUNT CITRUS	Section 8 and 15 - Accepted and Acknowledged	<u>77611305</u>	<u>3934863</u>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 17, 2015	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 21, 2015	Aug 30, 2015
3	PENDING, INSTITUTED	Jul 21, 2015	
4	ANSWER	Aug 24, 2015	
5	D MOT FOR SUMMARY JUDGMENT	Apr 04, 2016	
6	SUSP PEND DISP OF OUTSTNDNG MOT	Apr 08, 2016	

7	CHANGE OF CORRESP ADDRESS	Apr 11, 2016
8	P OPP/RESP TO MOTION	May 05, 2016
9	D REPLY IN SUPPORT OF MOTION	May 25, 2016
10	D MOT FOR SUMMARY JGT DENIED	Aug 17, 2016
11	STIP FOR EXT	Sep 21, 2016
12	EXTENSION OF TIME GRANTED	Sep 22, 2016
13	EXTENSION OF TIME GRANTED	Sep 22, 2016

**Type of Proceeding: Opposition**

**Proceeding Number:** 91218876

**Filing Date:** Oct 16, 2014

**Status:** Terminated

**Status Date:** Dec 28, 2015

**Interlocutory Attorney:** ELIZABETH WINTER

**Defendant**

**Name:** Manuelita S.A.

**Correspondent Address:** LONI J SHERWIN

ARENT FOX LLP  
1717 K STREET NW  
WASHINGTON DC UNITED STATES , 20006

**Correspondent e-mail:** [loni.sherwin@arentfox.com](mailto:loni.sherwin@arentfox.com) , [ricardo.fischer@arentfox.com](mailto:ricardo.fischer@arentfox.com) , [jimeelah.berryman@arentfox.com](mailto:jimeelah.berryman@arentfox.com) , [tmdocket@arentfox.com](mailto:tmdocket@arentfox.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
MANUELITA	First Extension - Granted	<u>86090069</u>	
MANUELITA	First Extension - Granted	<u>86090072</u>	
MANUELITA	First Extension - Granted	<u>86151389</u>	

**Plaintiff(s)**

**Name:** Paramount Citrus LLC

**Correspondent Address:** Danielle M. Criona, Esq.

11444 W. Olympic Blvd. 7th Floor  
WEST HOLLYWOOD CA UNITED STATES , 90064

**Correspondent e-mail:** [danielle.criona@roll.com](mailto:danielle.criona@roll.com) , [michael.vasseghi@roll.com](mailto:michael.vasseghi@roll.com) , [darya.laufer@roll.com](mailto:darya.laufer@roll.com) , [mark.rivera@roll.com](mailto:mark.rivera@roll.com) , [susan.bryant@roll.com](mailto:susan.bryant@roll.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
PARAMOUNT CITRUS	Section 8 and 15 - Accepted and Acknowledged	<u>77611305</u>	<u>3934863</u>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Oct 16, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Oct 16, 2014	Nov 25, 2014
3	PENDING, INSTITUTED	Oct 16, 2014	
4	D CHANGE OF CORRESP ADDRESS	Nov 25, 2014	
5	ANSWER	Nov 25, 2014	
6	D MOT FOR EXT W/ CONSENT	Dec 15, 2014	
7	EXTENSION OF TIME GRANTED	Dec 15, 2014	
8	D MOT FOR EXT W/ CONSENT	Mar 06, 2015	
9	EXTENSION OF TIME GRANTED	Mar 06, 2015	
10	D MOT FOR EXT W/ CONSENT	Apr 17, 2015	
11	EXTENSION OF TIME GRANTED	Apr 17, 2015	
12	D MOT FOR EXT W/ CONSENT	May 20, 2015	
13	EXTENSION OF TIME GRANTED	May 20, 2015	
14	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Jun 11, 2015	
15	SUSPENDED	Jun 11, 2015	
16	MOT TO AMEND APPLICATION	Sep 08, 2015	
17	W/DRAW OF OPPOSITION	Sep 10, 2015	

18	CHANGE OF CORRESP ADDRESS	Sep 11, 2015
19	BD DECISION: DISMISSED W/ PREJ	Dec 28, 2015
20	TERMINATED	Dec 28, 2015